

EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S133	2	(log\$4 near4 (view\$3 watch\$3 play\$3 user) near3 activity) same profile same (target\$4 customiz\$5 personaliz\$5) near10 (ad promotion advertisement rebate coupon token credit incentive) and @ad<"20001128"	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:52
S101	46	(log\$4 near4 (view watcher user) near3 activity) same profile and @ad<"20001128"	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:50
S132	14	S130 and @ad<"20001128"	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:48
S130	53	(determin\$3 adj5 (user\$1! or viewer\$1! or player\$1! or subscriber\$1! watcher individual person)) near5 (activit\$3 near5 profile\$1!)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:48
S129	13	S128 and @ad<"20001128"	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:48
S56	22	(determin\$3 adj5 (user\$1! or viewer\$1! or player\$1! or subscriber\$1!)) near5 (activit\$3 near5 profile\$1!)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:47
S128	68	(long adj (term or period or time or interval)) near20 ((short or particular or specif\$3) adj1 (term or period or time or interval)) same (watch\$3 play\$3 view\$3) near10 (habit pattern profile preference interest behavior)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:44
S120	47	S119 and @ad<"20001128"	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:43

EAST Search History

S11 4	212	(long adj (term or period or time or interval)) near20 ((short or particular or specif\$3) adj1 (term or period or time or interval)) near10 (watch\$3 or view\$3)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:42
S12 5	1	(viewership same promotion same profile same target\$4).clm.	US-PGPUB	OR	ON	2007/11/26 02:37
S12 4	12	YEN-FELIX.in. CAMERON-KIRK.in. FAGNANI-MARK.in.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:37
S12 3	33	NAVIC-SYSTEMS-INC.as.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:34
S12 2	21	(709/203,217,219,223.ccls. or 725/32,45-46.ccls. 705/14.ccls.) and @ad<"20001128" and (view\$4 or watch\$3 play\$3) with profile\$1! with (schedul\$3 or ((predetermin\$3 or specified) adj period))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:29
S11 8	18	(709/203,217,219,223.ccls. or 725/32,45-46.ccls.) and @ad<"20001128" and (view\$4 or watch\$3 play\$3) with profile\$1! with (schedul\$3 or ((predetermin\$3 or specified) adj period))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:20
S12 1	9	(compar\$3 match\$3 map\$4 correlat\$3) near10 (watcher viewer user subscriber player) near3 (behavior characteristic pattern activity) near15 ((group adj profile) demographic) and @ad<"20001128"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:12
S11 2	80	(compar\$3 match\$3 map\$4 correlat\$3) near10 (watcher viewer user subscriber player) near3 (behavior characteristic pattern activity) near15 ((group adj profile) demographic)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:11
S11 9	286	(target\$4 distribut\$3) near5 (promotion rebate coupon incentive\$1) same (user viewer player watcher) near5 (profile preference interest)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 01:39

EAST Search History

S35	13	((("709"/("217,219,223").ccls.) or ("725"/(32,45-46).ccls.)) and @ad<"20001128") and (view\$4 or watch\$3) adj3 profile\$1! with (schedul\$3 or ((predetermin\$3 or specified) adj period))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 01:25
-----	----	--	---	----	----	------------------

? b compsci

[File 2] **INSPEC** 1898-2007/Nov W2

(c) 2007 Institution of Electrical Engineers. All rights reserved.

[File 6] **NTIS** 1964-2007/Nov W4

(c) 2007 NTIS, Intl Cpyrght All Rights Res. All rights reserved.

[File 8] **Ei Compendex(R)** 1884-2007/Nov W2

(c) 2007 Elsevier Eng. Info. Inc. All rights reserved.

[File 34] **SciSearch(R) Cited Ref Sci** 1990-2007/Nov W4

(c) 2007 The Thomson Corp. All rights reserved.

[File 35] **Dissertation Abs Online** 1861-2007/Jul

(c) 2007 ProQuest Info&Learning. All rights reserved.

[File 56] **Computer and Information Systems Abstracts** 1966-2007/Oct

(c) 2007 CSA. All rights reserved.

[File 60] **ANTE: Abstracts in New Tech & Engineer** 1966-2007/Nov

(c) 2007 CSA. All rights reserved.

[File 65] **Inside Conferences** 1993-2007/Nov 22

(c) 2007 BLDSC all rts. reserv. All rights reserved.

[File 92] **IHS Intl.Stds.& Specs.** 1999/Nov

(c) 1999 Information Handling Services. All rights reserved.

[File 95] **TEME-Technology & Management** 1989-2007/Nov W2

(c) 2007 FIZ TECHNIK. All rights reserved.

[File 99] **Wilson Appl. Sci & Tech Abs** 1983-2007/Sep

(c) 2007 The HW Wilson Co. All rights reserved.

[File 103] **Energy SciTec** 1974-2007/Oct B1

(c) 2007 Contains copyrighted material. All rights reserved.

**File 103: For access restrictions see Help Restrict.*

[File 144] **Pascal** 1973-2007/Nov W2

(c) 2007 INIST/CNRS. All rights reserved.

[File 239] **Mathsci** 1940-2007/Nov

(c) 2007 American Mathematical Society. All rights reserved.

[File 275] **Gale Group Computer DB(TM)** 1983-2007/Nov 20

(c) 2007 The Gale Group. All rights reserved.

[File 434] **SciSearch(R) Cited Ref Sci** 1974-1989/Dec

(c) 2006 The Thomson Corp. All rights reserved.

[File 647] **CMP Computer Fulltext** 1988-2007/Nov W1.
(c) 2007 CMP Media, LLC. All rights reserved.

[File 674] **Computer News Fulltext** 1989-2006/Sep W1
(c) 2006 IDG Communications. All rights reserved.
**File 674: File 674 is closed (no longer updates).*

[File 696] **DIALOG Telecom. Newsletters** 1995-2007/Nov 23
(c) 2007 Dialog. All rights reserved.

? s viewership(w) profile
1245 VIEWERSHIP
925130 PROFILE
S1 0 S VIEWERSHIP(W) PROFILE

? s target????(w)promotion(s) (profile or preference or pattern or behavior)
1792912 TARGET????
135593 PROMOTION
925130 PROFILE
180658 PREFERENCE
1494857 PATTERN
3108239 BEHAVIOR
S2 0 S TARGET????(W) PROMOTION(S) (PROFILE OR PREFERENCE OR PATTERN OR BEHAVIOR)

? s (target???? or distribut???) (w) (promotion or ad or advertisement or rebate or coupon or incentive? or credit or token) (s) (profile or behavior or pattern or activit???) (w) (user or watcher or listener or viewer or player)

Processing
Processing

1792912 TARGET????
5335121 DISTRIBUT???
135593 PROMOTION
381689 AD
11235 ADVERTISEMENT
8312 REBATE
10306 COUPON
121422 INCENTIVE?
126006 CREDIT
53799 TOKEN
925130 PROFILE
3108239 BEHAVIOR
1494857 PATTERN
4489855 ACTIVIT???
1204244 USER
3458 WATCHER
10018 LISTENER
28510 VIEWER
106444 PLAYER
S3 0 S (TARGET???? OR DISTRIBUT???) (W) (PROMOTION OR AD OR ADVERTISEMENT OR REBATE OR COUPON OR INCENTIVE? OR CREDIT OR TOKEN) (S) (PROFILE OR BEHAVIOR OR PATTERN OR ACTIVIT???) (W) (USER OR WATCHER OR LISTENER OR VIEWER OR PLAYER)